

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 17887 190145Z

ACTION EB-08

INFO OCT-01 EUR-12 EA-12 IO-14 ISO-00 AID-05 CIAE-00

COME-00 FRB-01 INR-07 NSAE-00 USIA-15 TRSE-00

XMB-04 OPIC-06 SP-02 LAB-04 SIL-01 OMB-01 IGA-02

NSC-05 SS-15 STR-05 CEA-01 PA-02 PRS-01 L-03 H-02

/129 W

-----051717 191906Z /41

R 190115Z NOV 77

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 2904

INFO AMEMBASSY BRUSSELS

AMEMBASSY PARIS

USMISSION GENEVA

UNCLAS TOKYO 17887

USEEC

USOEC

USMTN

E.O. 11652: N/A

TAGS: ETRD, MTN, JA

SUBJECT: AUTO PRODUCTION: TOYOTA RETHINKS ITS INVESTMENT PLANS

REF: TOKYO 16673

1. SUMMARY: TOYOTA MOTOR CO. IS WATCHING RISING YEN AND SLUGGISH DOMESTIC CAR SALES FORECASTS CLOSELY AND MAY REVAMP CURRENT PLANS TO BUILD A NEW CAR PLANT CAPABLE OF PRODUCING 480,000 VEHICLES ANNUALLY. END SUMMARY.

2. WITHIN PAST TWO DAYS, JAPANESE PRESS AND WIRE SERVICES HAVE REPORTED THAT TOYOTA MOTOR CO., OWING TO RISING VALUE OF YEN AND SLUGGISH DOMESTIC SALES FORECASTS, HAS REVISED UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 17887 190145Z

CONSIDERABLY ITS PLANS TO CONSTRUCT A NEW PASSENGER CAR PLANT IN TAHARA, AICHI PREFECTURE, SOUTH OF TOYOTA CITY.

3. THE ORIGINAL PLANS, REPORTEDLY, CALLED FOR A 150-200 BILLION YEN INVESTMENT IN PLANT CAPABLE OF PRODUCING 480,000 PASSENGER CARS ANNUALLY (WORKING JAPANESE "NORMAL" DOUBLE SHIFT; 240,000 BY ONE SHIFT STANDARD) BY 1980;

REVAMPED VERSION CALLS FOR 20 TO 30 BILLION YEN IN A PLANT TO PRODUCE 60,000 SMALL TRUCKS ANNUALLY (TOYOACE AND HIACE) BY 1979.

4. EMBASSY CONTACTED TOYOTA SPOKESMAN WHO CONFIRMED BOTH SETS OF INVESTMENT AND TARGET PRODUCTION FIGURES BUT STATED TOYOTA'S PLANS HAVE ALWAYS CALLED INITIALLY FOR SMALL TRUCK PRODUCTION AND THEN ENLARGEMENT AND CHANGEOVER TO PASSENGER CAR PRODUCTION. HE INDICATED THAT ANY PRESS REPORTS OF A "CUT BACK" OR "DRAMATIC SHIFT" IN TOYOTA'S INVESTMENT PLANS WERE "SPECULATION".

5. COMMENT: WE BELIEVE PRESS REPORTS ARE OVERSTATED BUT THAT TOYOTA IS WATCHING THE SITUATION CAREFULLY. CONSTRUCTION OF NEW FACILITY CAPABLE OF PRODUCTION LEVEL CITED WOULD ADD SUBSTANTIALLY TO THE THREE MILLION ANNUAL CAR PRODUCTION CAPACITY (DOUBLE SHIFT) THAT TOYOTA ALREADY HAS.
MANSFIELD

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PRODUCTION, INVESTMENTS, AUTOMOBILES
Control Number: n/a
Copy: SINGLE
Sent Date: 19-Nov-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TOKYO17887
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770430-0153
Format: TEL
From: TOKYO USEEC
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19771138/aaaabfvh.tel
Line Count: 81
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 685b3e15-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 TOKYO 16673
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 02-Mar-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 515420
Secure: OPEN
Status: NATIVE
Subject: AUTO PRODUCTION: TOYOTA RETHINKS ITS INVESTMENT PLANS
TAGS: ETRD, JA, MTN, TOYOTA MOTOR CO
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/685b3e15-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009